

ORDER



Orders
Order / Rev: 201790
Alt Order #: 06845117
Product Desc: 10/16-10/22 PRIORITIES USA
Estimate: 1565
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/14/12 / 10/14/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	26	\$9,250.00	\$7,862.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$9,250.00	\$7,862.50	0.00
Totals	26	\$9,250.00	\$7,862.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$9,250.00
Market	100%	\$115,625.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$38,156.25
WGNT	6%	\$6,937.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$26,593.75
WTVZ	4%	\$4,625.00
WVEC	26%	\$30,062.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	10/16/12	10/16/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$100.00		0.00			
2	WVBT	10/17/12	10/17/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	WVBT	10/17/12	10/17/12	Springer M-F 5-6p Jerry Springer M-F	CM	5-6p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		Springer M-F 5-6p	5-6p		--W-----	:30		(\$250.00)		0.00	NM		
See MG 12.2 [Program Change]															
2	WVBT	10/18/12-10/18/12		M-F 6-7p	6-7p		---Th----	:30		\$250.00		0.00	NM		
Ⓜ MG for 12.1 10/17 [Makegood]															
13	WVBT	10/18/12	10/18/12	Springer M-F 5-6p Jerry Springer M-F	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$250.00		0.00						
14	WVBT	10/19/12	10/19/12	Springer M-F 5-6p Jerry Springer M-F	CM	5-6p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$250.00		0.00						
15	WVBT	10/22/12	10/22/12	Springer M-F 5-6p Jerry Springer M-F	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$250.00		0.00						
16	WVBT	10/16/12	10/16/12	M-F 6-7p Maury Povich	CM	6-7p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$250.00		0.00						
17	WVBT	10/19/12	10/19/12	M-F 6-7p Maury Povich	CM	6-7p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$250.00		0.00						
18	WVBT	10/17/12	10/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	--W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$400.00		0.00						
N19	WVBT	10/18/12	10/18/12	M-F 730-8p 30 Rock	CM	730-8p	---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		M-F 730-8p	730-8p		---Th----	:30		(\$400.00)		0.00	NM		
See MG 19.2 [Program Change]															
2	WVBT	10/16/12-10/16/12		M-F 730-8p	730-8p		-T-----	:30		\$400.00		0.00	NM		
Ⓜ MG for 19.1 10/18 [Makegood]															
20	WVBT	10/17/12	10/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
N21	WVBT	10/18/12	10/18/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		M-F 10-1044p		10-1045p	---Th----	:30		(\$1,200.00)		0.00	NM		
See MG 21.2 [Program Change]															
2	WVBT	10/18/12-10/18/12		Late News (After Sports)		Late News (after 5	---Th----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 21.1 10/18 [Makegood]															
N22	WVBT	10/16/12	10/16/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$500.00	P2	0.00	NM	1	\$1,000.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		M-F 1045-11p		1045-11p	-T-----	:30		(\$500.00)		0.00	NM		
See MG 22.2 [Program Change]															
2	WVBT	10/20/12-10/20/12		Late News (After Sports)		Late News (after 5	-----Sa--	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 23.1,22.1 [Makegood]															
N23	WVBT	10/18/12	10/18/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$500.00	P2	0.00	NM	0	\$0.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		M-F 1045-11p		1045-11p	---Th----	:30		(\$500.00)		0.00	NM		
See MG 22.2 [Program Change]															
24	WVBT	10/17/12	10/17/12	M-F 11-1130p 30 Rock	CM	11-1130p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$300.00		0.00				
25	WVBT	10/22/12	10/22/12	M-F 11-1130p 30 Rock	CM	11-1130p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$300.00		0.00				
26	WVBT	10/21/12	10/21/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,200.00		0.00				
													Totals	26	\$9,250.00